Rep Order# EC'd Yes 6858971

> Ver# S Status Revised

Traffic Order#

Showing Buylines: All Rep Revised Lines Last Received: Printed: 12/05/2012 8:37 AM 12/04/2012 3:26 PM

1 of 2

Phone# Buyer Fax# Estimate# Product Advertiser ( Station WOTV-TV GRAND RAPIDS/KALAMAZ

ser ( ).UPTON FOR ALL OF US 3238 ÙPTON FOR ALL OF US BEN ANGLE

> Hiatus Weeks Flight Dates Agency C/P1/P2/E

> > 10/23/2012 - 10/29/2012 226/406/3238

( ) NATIONAL MEDIA RESEARCH PLANNNING Rep Firm & PLACEMENT, 815 SLATER LANE Sales Offic ALEXANDRIA, VA 22314 Salesperso

Agency (

Salesperson ( Sales Office (

) PHILADELPHIA ) IAN AMBRON

Salesperson FAX# Salesperson Phone#

215-567-6005 215-525-9757

## --- CONTRACT COMMENT ---

UPTON FOR ALL OF US SC=\*

#### --- REMARKS ---

\*\*ISSUED TO SHOW 1X NA LINE 2\*\*

SPOT MDGD 1X NA 10/27- MKGD IN NEXT MSU GAME HL#6858961

CURRENT TOTAL ON THIS CONTRACT = \$5000

	Ratir		ļ	TT
	Rating: 6.0	*2 SA	. !	Ln
D,,,,,1.		SA	] [ ] ]	In Day
ino Commont		330P-7P	! ! ! !	Time
Division Commont. 10 Nr. 10 /07		330P-7P NCAAF: MSU@WI		Program
		:30 :	]   	Len
		\$1,500.00	[ ] !	Rate
		10/27-10/27	1 1 1 1 1	Dates
		11	1 1 1	Spots/Week
		ш		# of Weeks
	ı	ш	]	Total Spots
		\$1.500.00	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Total Cost
				_

Daypart

Sales Remark: Buyline Comment: 1X NA 10/27- MKGD IN NEXT MSU GAME HL#6858961 11/3 12-3P V5 1X NA 10/27- MKGD IN NEXT MSU GAME HL#6858961 11/3 12-3P

V5 More than 2 codes changed

### ---REPORT TOTALS---

Report Totals: 1 / \$1,500.00

# ---SALES MONTHLY TOTALS---

Station Totals: 4 / \$5,000.00	Sales Totals: 4 / \$5,000.00	Oct 12: 3 / \$4,500.00 /
		Nov 12:

1 / \$500.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals

\$5,000

CATV WXSP

00 00

Demos	Books	
RA35+	null	

WZPX	MOOD
0%	80
MZZM	VTOW
000	100%
	TMWW
	%

IMXW

90

Rep Order# EC'd Yes 6858971

Station WOTV-TV GRAND RAPIDS/KALAMAZ
Advertiser ( ).UPTON FOR ALL OF US
Product UPTON FOR ALL OF US

Product Estimate# Buyer Phone# Fax#

BEN ANGLE

--- CREDIT RISK ---CASH IN ADVANCE

> **Ver#** 5 Status Revised

> > Traffic Order#

Printed:

12/05/2012 8:37 AM 12/04/2012 3:26 PM

Last Received: 12/04/2012 3:26 Showing Buylines: All Rep Revised Lines

) PHILADELPHIA ) IAN AMBRON

Agency ( ) NATIONAL MEDIA RESEARCH PLANNNING Rep Firm & PLACEMENT, 815 SLATER LANE Sales Office ( ALEXANDRIA, VA 22314 Agency C/P1/P2/E 226/406/3238 Flight Dates 10/23/2012 - 10/29/2012 CALLIANS Weeks

Salesperson Phone# Salesperson FAX#

215-567-6005 215-525-9757

2 of

2

Rep Order# EC'd Yes 6858971

Ver# ယ Status Revised

Traffic Order#

Last Received: Printed:

Showing Buylines: All Rep Revised Lines 10/16/2012 10:02 AM 10/16/2012 9:57 AM

> of 2

Fax# Buyer Estimate# Product Station Phone# Advertiser ( WOTV-TV GRAND RAPIDS/KALAMAZ BEN ANGLE UPTON FOR ALL OF US ) .UPTON FOR ALL OF US

> Hiatus Weeks Flight Dates

> > 10/23/2012 - 10/29/2012

Agency C/P1/P2/E ALEXANDRIA, VA 22314 ( ) NATIONAL MEDIA RESEARCH PLANNNING Rep Firm & PLACEMENT, 815 SLATER LANE Sales Office. 226/406/3238

Agency (

Salesperson ( Sales Office (

Salesperson FAX#

Salesperson Phone# ) PHILADELPHIA ) IAN AMBRON 215-567-6005 215-525-9757

--- CONTRACT COMMENT ---

UPTON FOR ALL OF US SC=\*

--- REMARKS ---

LNS 2-3 ADDED AS MKGD FOR HL#6858976

REVISED TOTAL IS \$6500

PL CONFIRM

THANKS KELLY

Rating: 6.0 ΙŢ L'n Day SA Time 330P-7P NCAAF: MSU@WI Program

F

:30

\$1,500.00

10/27-10/27

N

N

\$3,000.00

Len

Rate

Dates

Spots/Week

# of Weeks

Total Spots

Total Cost

Daypart 

Sales Remark: V3 ADDED AS MKGD FOR HL#6858976

V3 Added

z

V3 Added Sales Remark: 8P-10P V3 ADDED AS MKGD FOR HL#6858976 DWTS

Ţ :30 \$500.00

10/29-10/29

 $\vdash$ 

 $\vdash$ 

\$500.00

--- REPORT TOTALS---

Report Totals: 3 / \$3,500.00

---SALES MONTHLY TOTALS---

Sales Totals: 5 / \$6,500.00 Oct 12: 4 / \$6,000.00

Nov 12:

1 / \$500.00

Station Totals: 5 / \$6,500.00

---COMPETITIVE---Lines not sent/rcld/rtrn: 0 / \$0.00

Market Totals

\$6,500

CATV MXSP 0 %

WZPX MOOD

% % %

VTOW MZZM 100% 80

LWMM

%

IMXW

90

Rep Order# 6858971 EC'd Yes Ver# 3

Station WOTV-TV GRAND RAPIDS/KALAMAZ
Advertiser ( ) .UPTON FOR ALL OF US
Product UPTON FOR ALL OF US

Status Revised

Traffic Order#

Printed: 10/16/2012 10:02 AM 10/16/2012 9:57 AM

2 of

Last Received: 10/16/2012 9:57 Showing Buylines: All Rep Revised Lines

Agency · ( ) NATIONAL MEDIA RESEARCH PLANNNING Rep Firm & PLACEMENT, 815 SLATER LANE Sales Offic ALEXANDRIA, VA 22314 Salesperso

Agency C/P1/P2/E
Flight Dates Hiatus Weeks 10/23/2012 - 10/29/2012 226/406/3238

Sales Office ( Salesperson ( Salesperson FAX# Salesperson Phone# ) PHILADELPHIA ) IAN AMBRON 215-567-6005 215-525-9757

--- CREDIT RISK ---

Demos Books

RA35+ null Phone# Fax# Buyer

Estimate#

3238 BEN ANGLE

CASH IN ADVANCE

Buyer Phone# Fax# Station WOTV-TV GRAND RAPIDS/KALAMAZ Advertiser ( ). UPTON FOR ALL OF US Estimate# **Rep Order#** 6858971 **EC'd** No Product 3238 BEN ANGLE ÙPTON FOR ALL OF US Ver# 1 Status New Agency C/P1/P2/E Flight Dates Agency ( Traffic Order# 210 293 ( ) NATIONAL MEDIA RESEARCH PLANNNING Rep Firm & PLACEMENT, 815 SLATER LANE Sales Offic ALEXANDRIA, VA 22314 Salesperso 226/406/3238 10/23/2012 - 10/29/2012 Showing Buylines: All Lines Last Received: Printed: 09/27/2012 1:11 PM 09/27/2012 11:57 AM Sales Office ( Salesperson ( ) IAN AMBRON ) PHILADELPHIA

Hiatus Weeks

1 of ~

Salesperson Phone# Salesperson FAX# 215-567-6005 215-525-9757

UPTON FOR ALL OF US SC=\* --- CONTRACT COMMENT ---

#### --- REMARKS ---

THIS IS A NEW ORDER

\*\*CLIENT: UPTON FOR ALL OF US \*\*

OUR TOTAL IS \$3000

PLS CONFIRM

THANKS KELLY

LT	ľn	Day	Time	Program
1	[   	!	t [ ] 1	
1 Rating: 6.0		SA	330P-7P	NCAAF: MSU@WI

: 30 Len Rate \$1,500.00 1 1 1 10/27-10/27 Dates N Spots/Week # of Weeks Total Spots Ŋ \$3,000.00 Total Cost

Daypart

### --- REPORT TOTALS---

Report Totals: 2 / \$3,000.00

# ---SALES MONTHLY TOTALS---

Books null	COMPEIIIIVE Market Totals	Sales Totals: 2 / \$3,000.00 Station Totals: 2 / \$3,000.00 Lines not sent/rcld/rtrn: 0 / \$0.00	Oct 12: 2 / \$3,000.00
	\$3,000		Nov 12: 0 / \$0.00
	CATV		0 / \$0
	0 %		.00
	WOOD		
	% % 0 0		
	MZZW		
	100%		
	TMMW		
	°%		
	IMXM		
	c/o		

Demos

RA35+

Rep Order# EC'd No 6858971

Ver# 1 Status New

Traffic Order#

09/27/2012 1:11 PM 09/27/2012 11:57 AM

Printed: 09/2
Last Received: 09/2
Showing Buylines: All Lines

2 of 2

Product
Estimate#
Buyer
Phone#
Fax# Station WOTV-TV GRAND RAPIDS/KALAMAZ Advertiser ( ). UPTON FOR ALL OF US UPTON FOR ALL OF US BEN ANGLE

CASH IN ADVANCE --- CREDIT RISK ---

> Agency ( ( ) NATIONAL MEDIA RESEARCH PLANNNING Rep Firm & PLACEMENT, 815 SLATER LANE Sales Office (ALEXANDRIA, VA 22314 Salesperson (\*/PI/P2/E 226/406/3238 Salesperson Photos 10/23/2012 - 10/29/2012 Salesperson Photos Salesperson P

Agency C/P1/P2/E
Flight Dates
Hiatus Weeks

Salesperson Phone# Salesperson FAX#

215-567-6005 215-525-9757

) PHILADELPHIA ) IAN AMBRON